

REMARKS

Applicants appreciate the Examiner's review of the present application and respectfully request reconsideration based on the previous amendments and following remarks. Claims 1-13 are pending in the present application.

Drawings objection

The Examiner has objected to the drawing Figures 2 and 5 for including reference numbers not found in the specification. Applicants have amended the specification as indicated above to use the proper references at the correct locations in the specification. Applicants appreciate the Examiner's diligence in identifying the missing references.

Rejections under 35 U.S.C. 102(e)

The Examiner has rejected Claims 1-3 and 5-12 under 35 U.S.C. §102(e) as being anticipated by Picco et al. (U.S. Patent No. 6,029,045). Applicants traverse this rejection. Picco describes a system for splicing local content commercials in a live feed. The present invention is directed towards assembling a personalized message from a plurality of media segments.

The Examiner states that Picco discloses the "narrative framework for personalized message" because Picco indicates geographic distribution regions to personalize messages to viewers. Applicants assert that this is not "defining a narrative framework for said personalized message", Claim 1 lines 3-4. The meaning of a narrative framework is defined in the specification inter alia on page 5 and also on page 6 lines 10-12. This narrative framework is not related to selecting geographic distribution regions as disclosed by Picco.

Further, Applicants have amended Claims 1 and 10 to include the feature that at least one media segment slot in the message template overlaps another media segment slot. This feature of the present invention is disclosed in the specification inter alia on page 13 line 4 through page 14 line 9 and also in Figs. 4 and 6. Picco does not disclose this feature. Accordingly, Applicants assert that independent claims 1 and 10 and all claims dependent on them are allowable.

Applicants have added new independent Claim 13 which includes this subject matter not disclosed by Picco. Applicants assert that this claim is allowable.

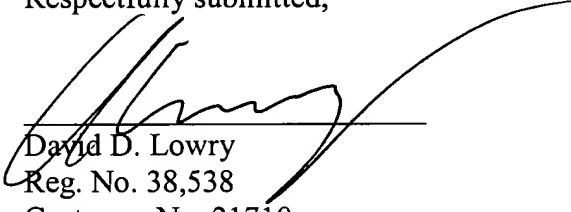
Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such action is hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, he is kindly requested to contact the undersigned at the telephone number listed below.

Please charge any deficiency as well as any other fee(s) under 37 CFR § 1.17 which may become due during the pendency of this application, or credit any overpayment of such fee(s) to Deposit Account No. 50-0369. Also, in the event any extensions of time for responding are required for the pending application(s), please treat this paper as a petition to extend the time as required and charge Deposit Account No. 50-0369 therefor.

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Respectfully submitted,


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